



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

CONTRACT

<u>Contract / Revision</u> 197817 /		<u>Alt Order #</u> 06840777
<u>Product</u> LISA WILSON FOLEY		
<u>Contract Dates</u> 08/11/12 - 08/14/12		<u>Estimate #</u> 2597
<u>Advertiser</u> POL/L Wilson Foley 4 Hor		<u>Original Date / Revision</u> 08/13/12 / 08/13/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petry Philadelphia	<u>Sales Office</u> Petry/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN9370/IN11002/IN141		<u>Advertiser Ref</u>

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WTNH	08/13/12	08/14/12	News 8 @ 5a-6a	5a-6a		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$275.00			
2	WTNH	08/13/12	08/14/12	News 8 @ 6a	6a-7a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$350.00			
3	WTNH	08/13/12	08/14/12	GMA	7a-9a		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	11-----				2	\$800.00			
7	WTNH	08/13/12	08/13/12	News 8 Noon	12p-1230p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$350.00			
8	WTNH	08/13/12	08/13/12	News 8 5p-6p	5p-6p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$750.00			
10	WTNH	08/13/12	08/13/12	News 8 6p-630p	6p-630p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$1,000.00			
11	WTNH	08/13/12	08/13/12	M-F 7p-730p	7p-730p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$1,200.00			
12	WTNH	08/13/12	08/13/12	M-F 730p-8p	730p-8p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$1,000.00			
15	WTNH	08/13/12	08/13/12	Late News 8	11p-1135p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$1,000.00			
16	WTNH	08/13/12	08/13/12	Nightline	1135p-120630a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$500.00			
17	WTNH	08/11/12	08/12/12	SaSu 6a-8a	6a-8a		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----11				2	\$225.00			
18	WTNH	08/11/12	08/12/12	GMA SaSu	8a-9a		:30			NM	2	\$700.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

<u>Contract / Revision</u>	<u>Alt Order #</u>
197817 /	06840777

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/11/12 - 08/14/12	LISA WILSON FOLEY	2597

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/L Wilson Foley 4 Ho	08/13/12 / 08/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount	
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div>Week: 08/06/1208/12/12-----112\$350.00</div></div></div>											1	\$500.00	
19	WTNH	08/11/12	08/11/12	Sa News 8 @ 6p	6p-630p		:30	NM					
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div>Week: 08/06/1208/12/12-----S-1\$500.00</div></div></div>											1	\$600.00	
20	WTNH	08/12/12	08/12/12	Su News 8 @ 6p	6p-630p		:30	NM					
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div>Week: 08/06/1208/12/12-----S1\$600.00</div></div></div>											1	\$1,000.00	
21	WTNH	08/12/12	08/12/12	Late News Su	11p-1135p		:30	NM					
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div>Week: 08/06/1208/12/12-----S1\$1,000.00</div></div></div>											1	\$2,000.00	
22	WTNH	08/13/12	08/13/12	Mon 8-10p	8p-10p		:30	NM					
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div>Week: 08/13/1208/19/12M-----1\$2,000.00</div></div></div>											1	\$450.00	
23	WTNH	08/14/12	08/14/12	News 8 @ 6a	6a-7a		:30	NM					
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div>Week: 08/13/1208/19/12-T-----1\$450.00</div></div></div>											1	\$500.00	
N 24	WTNH	08/14/12	08/14/12	GMA	7a-9a		:30	NM					
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div>Week: 08/13/1208/19/12-T-----1\$500.00</div></div></div>													
Totals											23	\$14,850.00	

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/14/12	23	\$14,850.00	\$12,622.50
Totals	23	\$14,850.00	\$12,622.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions printed on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Station WTNH-TV NEW HAVEN, CT.
Advertiser () L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2597
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2597
Flight Dates 08/11/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Sales Totals: 22 / \$14,350.00
Station Totals: 22 / \$14,350.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$44,524	CABL 0%	WCCT 0%	WCTX 0%	WFSB 38%	WHCT 0%
		WRDM 0%	WTIC 7%	WTNH 32%	WUVN 0%	WVIT 22%
		XXX 0%				

Books null
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE

EC'd Yes Last Received: 08/10/2012 3:59 PM Showing Buylines: Last Sta Revised Lines

Station WTNH-TV NEW HAVEN, CT. Agency () STRATEGIC MEDIA PLACEMENT Rep Firm
Advertiser () L. WILSON FOLEY 4HOR 7669 STAGERS LOOP Sales Office () PHILADELPHIA
Product LISA WILSON FOLEY DELAWARE, OH 43015 Salesperson () KATE BRADY
Estimate# 2597 Agency C/P1/P2/E //2597 Salesperson Phone# 215-567-6005
Buyer WHITNEY EVERSOLE Flight Dates 08/11/2012 - 08/14/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

--- CONTRACT COMMENT ---
LISA WILSON FOLEY FOR HOUSE OF REPRESENTATIVES SC=*

--- REMARKS ---
SEE LN 16 FOR NA AND MKGD OFFER. PLS ADDRESS ASAP AFFECTS
TOM
THX, KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*16	08/13-08/13	M	1135P-1205A	1	:30	\$500.00		1		1	\$500.00	
Buyline Comment: NIGHTLINE												
Station Remark: V6 LN NA DUE SOTP OFFEIRNG 5P NEWS 8/14 NCIR												

---REPORT TOTALS---
Report Totals: 1 / \$500.00

---SALES MONTHLY TOTALS---
Aug 12: 22 / \$14,350.00
Sales Totals: 22 / \$14,350.00
Station Totals: 22 / \$14,350.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
Market Totals \$44,524
CABL 0% WCCT 0% WFSB 38% WHCT 0%
WRDM 0% WTIC 7% WUVN 0% WVIT 22%
XXX 0%

Books null
Demos RA35+

Station WTNH-TV NEW HAVEN, CT.
Advertiser () L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2597
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2597
Flight Dates 08/11/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*18	08/13-08/13	M	8P-10P	1	:30	\$2,000.00		1		1	\$2,000.00	
Buyline Comment: BACHELOR PAD ADD TO SKED Sales Remark: V5 ADD TO SKED V5 Added												
*19	08/14-08/14	TU	6A-7A	1	:30	\$450.00		1		1	\$450.00	
Buyline Comment: NEWS ADD TO SKED Sales Remark: V5 ADD TO SKED V5 Added												

---REPORT TOTALS---

Report Totals: 6 / \$5,150.00

---SALES MONTHLY TOTALS---

Aug 12: 22 / \$14,350.00

Sales Totals: 22 / \$14,350.00

Station Totals: 22 / \$14,350.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$44,524	CABL 0%	WCCT 0%	WCTX 0%	WFSB 38%	WHCT 0%
		WRDM 0%	WTIC 7%	WTNH 32%	WUVN 0%	WVIT 22%
		XXX 0%				

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6840777 Ver# 3 Status Revised Traffic Order# Printed: 08/10/2012 3:33 PM 1 of 2

Last Received: 08/10/2012 3:32 PM

Showing Buylines: All Rep Revised Lines

Station	WTNH-TV NEW HAVEN, CT.	Agency	() STRATEGIC MEDIA PLACEMENT	Rep Firm	
Advertiser	() L. WILSON FOLEY 4HOR		7669 STAGERS LOOP	Sales Office	() PHILADELPHIA
Product	LISA WILSON FOLEY		DELAWARE, OH 43015	Salesperson	() KATE BRADY
Estimate#	2597	Agency C/P1/P2/E	//2597	Salesperson Phone#	215-567-6005
Buyer	WHITNEY EVERSOLE	Flight Dates	08/11/2012 - 08/14/2012	Salesperson FAX#	215-567-5938
Phone#		Hiatus Weeks			
Fax#					

--- CONTRACT COMMENT ---

LISA WILSON FOLEY FOR HOUSE OF REPRESENTATIVES SC=*

--- REMARKS ---

THIS IS AS REVISED ORDER
SEE CHNGS ON LNS 3,6,9,13
REVISED TOTAL IS \$11900
THANKS KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
	-----	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
*3	08/13-08/14	M-TU	7A-9A	2	:30	\$800.00		2		1	\$1,600.00	
	Buyline Comment: GMA RATE CHNG											
	Sales Remark: V3 RATE CHNG											
	V3 More than 2 codes changed											
*6	08/12-08/12	SU	9A-10A	0	:30	\$750.00		0		0	\$0.00	
	Buyline Comment: THIS WEEK 1X CXL'D											
	Sales Remark: V3 1X CXL'D											
	V3 More than 2 codes changed											
*9	08/11-08/11	SA	6P-630P	1	:30	\$500.00		1		1	\$500.00	
	Buyline Comment: NEWS 1X CXL'D, RATE CHNG											
	Sales Remark: V3 1X CXL'D, RATE CHNGD											
	V3 More than 2 codes changed											
*13	08/11-08/11	SA	11P-1130P	0	:30	\$400.00		0		0	\$0.00	
	Buyline Comment: LATE NEWS 1X CXL'D											
	Sales Remark: V3 1X CXL'D											
	V3 More than 2 codes changed											

Buyline Comment: GMA
RATE CHNG

Sales Remark: V3 RATE CHNG
V3 More than 2 codes changed

Buyline Comment: THIS WEEK
1X CXL'D

Sales Remark: V3 1X CXL'D
V3 More than 2 codes changed

Buyline Comment: NEWS
1X CXL'D. RATE CHNG

Sales Remark: V3 1X CXL'D, RATE CHNGD
V3 More than 2 codes changed

Buyline Comment: LATE NEWS
1X CXL'D

Sales Remark: V3 1X CXL'D
V3 More than 2 codes changed

EC'd Yes Last Received: 08/10/2012 3:32 PM

Showing Buylines: All Rep Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser () L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2597
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2597
Flight Dates 08/11/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*17	08/12-08/12	SU	6P-630P	1	:30	\$600.00		1		1	\$600.00	
Buyline Comment: NEWS REBOUGHT FROM LN 9												
Sales Remark: V3 REBOUGHT FROM LN 9												
V3 Added												

---REPORT TOTALS---

Report Totals: 4 / \$2,700.00

---SALES MONTHLY TOTALS---

Aug 12: 20 / \$11,900.00
Sales Totals: 20 / \$11,900.00
Station Totals: 20 / \$11,900.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$36,922	CABL 0%	WCCT 0%	WCIX 0%	WFSB 38%	WHCT 0%
		WRDM 0%	WTIC 7%	WTNH 32%	WUVN 0%	WVIT 22%
		XXX 0%				

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order#	6840777	Ver#	1	Status	New	Traffic Order#	08/10/2012 2:48 PM	Printed:	1 of 3
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Last Received: 08/10/2012 2:43 PM

Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser () L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2597
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2597
Flight Dates 08/11/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

LISA WILSON FOLEY FOR HOUSE OF REPRESENTATIVES SC=*

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	08/13-08/14	M-TU	530A-6A	2	:30	\$275.00	3	2	---	1	\$550.00	---
	Buyline Comment: NEWS											
2	08/13-08/14	M-TU	6A-7A	2	:30	\$350.00	3	2	---	1	\$700.00	---
	Buyline Comment: NEWS											
3	08/13-08/14	M-TU	7A-9A	2	:30	\$375.00	3 4 800	2	---	1	\$750.00	---
	Buyline Comment: GMA											
4	08/11-08/12	SA-SU	6A-8A	2	:30	\$225.00	2	2	---	1	\$450.00	---
	Buyline Comment: GD MRN CT											
5	08/11-08/12	SA-SU	8A-9A	2	:30	\$350.00	2	2	---	1	\$700.00	---
	Buyline Comment: GMA											
6	08/12-08/12	SU	9A-10A	1	:30	\$750.00	1	1	---	1	\$750.00	---
	Buyline Comment: THIS WEEK											
7	08/13-08/13	M	12P-1230P	1	:30	\$350.00	2	1	---	1	\$350.00	---
	Buyline Comment: NEWS											
8	08/13-08/13	M	5P-6P	1	:30	\$750.00	2	1	---	1	\$750.00	---
	Buyline Comment: NEWS											
9	08/11-08/12	SA-SU	6P-630P	2	:30	\$1,000.00	SA SUN =1000 SUN 600	2	---	1	\$2,000.00	---
	Buyline Comment: NEWS											
10	08/13-08/13	M	6P-630P	1	:30	\$1,000.00	2	1	---	1	\$1,000.00	---
	Buyline Comment: NEWS											

Station WTNH-TV NEW HAVEN, CT. Agency () STRATEGIC MEDIA PLACEMENT Rep Firm () PHILADELPHIA
Advertiser () L. WILSON FOLEY 4HOR 7669 STAGERS LOOP Sales Office ()
Product LISA WILSON FOLEY DELAWARE, OH 43015 Salesperson () KATE BRADY
Estimate# 2597 Agency C/P1/P2/E //2597
Buyer WHITNEY EVERSOLE Flight Dates 08/11/2012 - 08/14/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
11	08/13-08/13	M	7P-730P	1	:30	\$1,200.00		1		1	\$1,200.00	
Buyline Comment: JEOPARDY												
12	08/13-08/13	M	730P-8P	1	:30	\$1,000.00		1		1	\$1,000.00	
Buyline Comment: WHEEL												
13	08/11-08/11	SA	11P-1130P	1	:30	\$400.00		1		1	\$400.00	
Buyline Comment: LATE NEWS												
14	08/12-08/12	SU	11P-1130P	1	:30	\$1,000.00		1		1	\$1,000.00	
Buyline Comment: LATE NEWS												
15	08/13-08/13	M	11P-1130P	1	:30	\$1,000.00		1		1	\$1,000.00	
Buyline Comment: LATE NEWS												
16	08/13-08/13	M	1135P-1205A	1	:30	\$500.00		1		1	\$500.00	
Buyline Comment: NIGHTLINE												

---REPORT TOTALS---
Report Totals: 22 / \$13,100.00

---SALES MONTHLY TOTALS---
Aug 12: 22 / \$13,100.00
Sales Totals: 22 / \$13,100.00
Station Totals: 22 / \$13,100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$40,645	CABL 0%	WCCT 0%	WCTX 0%	WFSB 38%	WHCT 0%
		WRDM 0%	WTIC 7%	WTNH 32%	WUVN 0%	WVIT 22%